

August 20, 1976

TO: Board of Directors of T.I.T.L.

FROM: William L. Steele

SUBJECT: Test Results for Market Sample No. 18

Enclosed are the test results for the latest survey, Market Sample 18. The data for this test show no difference between samples's 17 & 18 tar means. Nicotine decreased overall by 0.02 mg.

Results of statistically testing individual brands for significant changes are attached. Plus and minus signs indicate the direction of change since the last test. How many of these changes can be accounted for by test variability, real brand changes, or other factors is unknown.

Ranking of brands according to "tar" values was done prior to rounding. Using an additional decimal point, virtually eliminates ties.

William L. Steele

WLS/ps
Enclosure

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